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CANADIAN HOME ECONOMICS JOURNAL



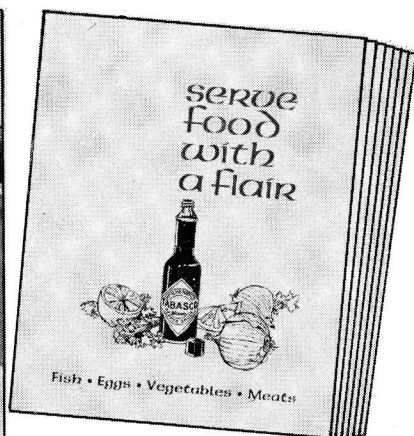
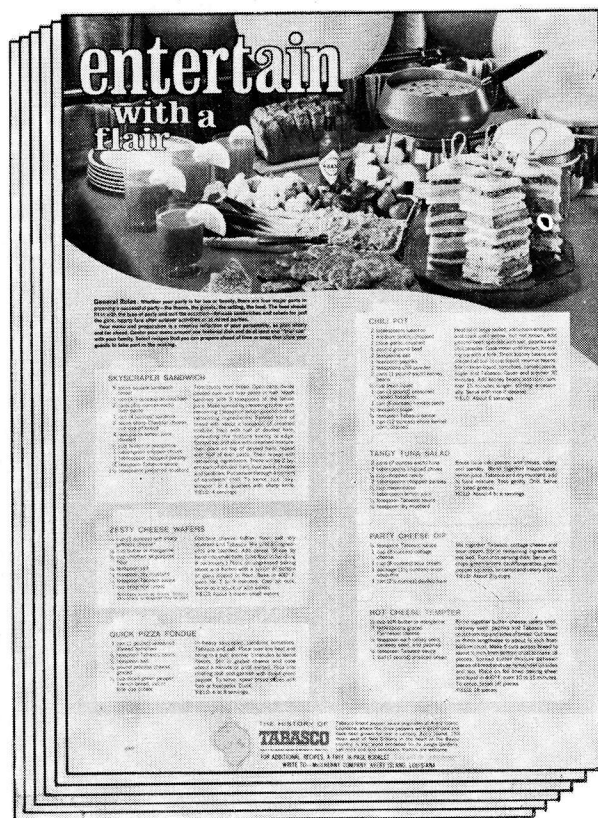
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CANADIAN HOME ECONOMICS ASSOCIATION

- In Tune with the Times
- The Changing Pattern of Textiles
- The Consumer Movement in World Development

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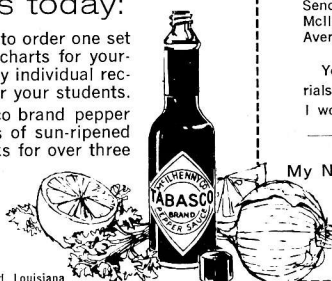
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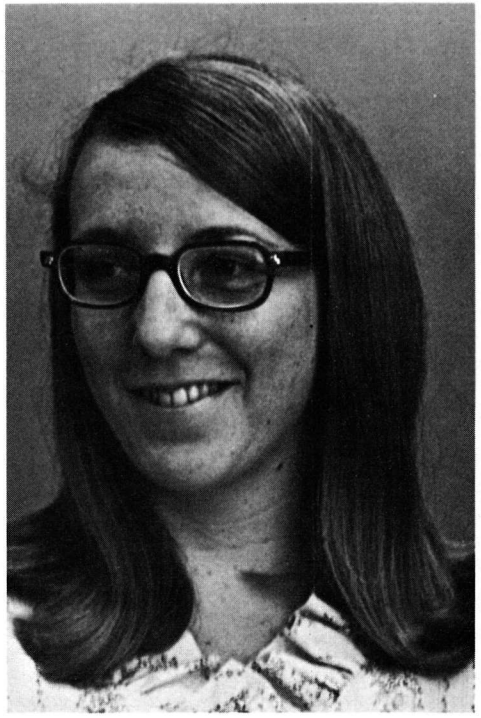
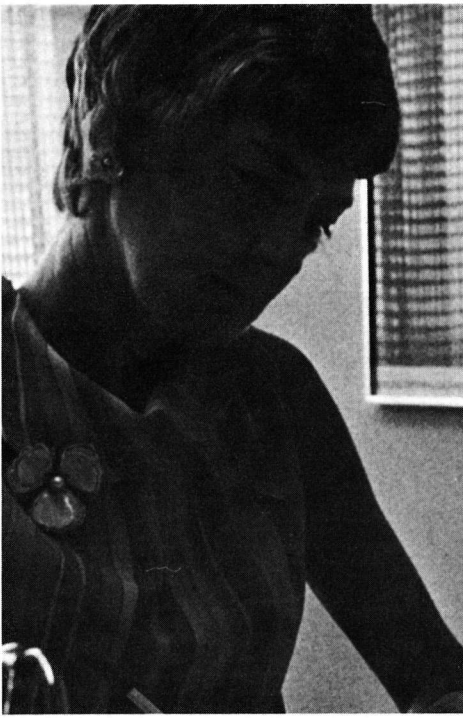
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PRESIDENT'S MESSAGE

As part of our continuing series on those who produce our Journal, we would like you to meet our financial "experts". Lillian Gush, who is a Home Economist with General Foods is our business manager. The speed with which she pays our bills is amazing and her struggle to keep us solvent is immense. Sharon Smith, the advertising manager, is with the Kellogg-Salada Foods. She is constantly trying to obtain more advertising and we are beginning to see the results of her struggles. To both of them we are greatly indebted.

October marks an important event in the C.H.E.A. year — the Association of Canadian Home Economics Students convention.

This year the meetings will be held October 21, 22, 23, at the University of Prince Edward Island in Charlottetown and will attract students from across the country. Our college clubs chairman, Mrs. Patricia Brogdon, will be playing a key role during the meetings and several of our members will be acting as resource persons.

We look to this important group as we plan for the future of our association and our profession.

IN TUNE WITH THE TIMES

Home Economics: Discipline or Interdiscipline

by XENIA F. FANE, Ph.D.

*Assistant Director of Home Economics
New York City Board of Education*

"We have switched to phosphate-free detergents because we don't want to cause eutrophication of the waters."

"The fiber content is an indication of the maintenance the garment will need."

"My social security deductions are in addition to my income tax deductions."

"The compatability of our personalities is a lot more important than the latest dance steps."

"Equal pay for equal work makes sense to me."

What do all these have in common? They are all student responses to questions asked by teachers in Home Economics classes. Are you worried about the cookies? They have their place too, but Home Economics is experiencing a strong push into interdisciplinary studies. The five responses above were in answer to such interdisciplinary aspects of Home Economics as:

1. Environmental Education
2. Consumer Education
3. Occupational Education
4. Sex Education
5. Social Revolution

These five interdisciplinary aspects of Home Economics are coordinated with five more traditional disciplinary aspects of Home Economics. Included are the following:

1. Family Living
2. Child Development
3. Home Management
4. Textiles and Clothing
5. Food and Nutrition

Home Economics is taught on every grade level from kindergarten through elementary, junior and senior high schools and in colleges and graduate schools. The nature of the offerings vary, but there is a continuing spiral. Certain golden strands undergird the entire lattice and ladder. These include concern for the family, concern for the budget, and concern for growth and development.

In New York City the elementary school program (K to 5) is taught by licensed Home Economics teachers. They work one or two days in each school to which they are assigned. They correlate Home Economics with the seven curriculum areas. For instance, the preparation of applesauce by a first grade class will be related to many other learnings. The discussion of colour i.e. red Macintosh vs. golden delicious. It may include math, i.e., cutting the apples into quarters. It will include hygiene, i.e. washing one's hands before handling food. It will include reading, i.e. the instructions in the recipe book, consumer economics i.e. comparing the price of homemade applesauce with the commercial. It includes science, i.e. the breakdown of cellulose fiber through cooking.

We accept the many currents and rising tides that wash over us. Most notable currents as we enter the 70's are the strong push in environmental education, consumer education, sex education, occupational education, and

Adapted from a speech delivered to the New Brunswick Home Economics Association, October 24, 1970.

the social revolution. So here we have an outline which we can count on the fingers of our two hands. On the one hand we have five traditional aspects of home economics. On the other hand we have five inter-disciplinary concerns.

Our current task is to measure the parameters of our profession, to determine the degree to which we are a unique discipline and the degree to which we are an interdiscipline.

On the one hand, since the Lake Placid conferences more than 60 years ago, we have established ourselves as a unique profession, devoted to helping people and families to live better. We draw upon the arts, the sciences, and social sciences. We draw on all these areas for those aspects of their contribution which can be used for the betterment of life. In this regard, we have created a profession which is home centered in areas such as foods and nutrition, textiles and clothing, home management, family living and child care, one for each finger of the one hand.

On the other hand, in our efforts to be alive and alert to the Challenge of the 70's, are the five interdisciplinary aspects mentioned above, again one for each finger of the hand. We must find ways of intermeshing and interlocking the interdisciplinary aspects with the disciplinary aspects of Home Economics.

Environmental Education

Ecology is the science which deals with man's relation to his environment. The science has been with us for a long time. But in the past year it has been catapulted into headline prominence. Every civic, social, governmental, and educational agency has joined the bandwagon. It is impossible to pick up

a magazine or a newspaper without reading dire and foreboding information about the destruction and havoc which man is wreaking on his environment. In this area, Home Economics has an important contribution to make, along with science, social science, and other areas of learning.

The contribution of Home Economics is specific. Keeping house without waste, sewing clothes without plundering the animal kingdom, feeding the family while conserving natural resources are contributions of home economics. The use of phosphate-free laundry products are matters for study by Home Economics classes.

There are more than 3½ billion people in the world and current estimates are that this number will be doubled in the next 30 years. Already ten thousand people are dying daily from starvation. Exploding populations assail the natural environment with human and industrial wastes which foul the air and water. There are prospects of insufficient food, water and oxygen to support humanity and there is danger of return to the ice age. Environmental education now takes the highest priority. At most, man has a decade to deal with some of the problems.

The Home Economics curriculum can contribute to an interdisciplinary approach to ecology in each of the areas of Home Economics, including foods and nutrition, home management, housing, clothing and textiles, child development and family living. Foods classes should consider the need for increasing world food production. For a long time, the use of convenience foods has been emphasized as a means of saving time and energy. Now we are

concerned with saving something more basic, the whole earth. This means a return to natural foods and simple home cooking, less chemicals, less disposables. In addition to all the health considerations, simple, low caloric meals are now important from an ecological standpoint.

Family Living classes should understand that there are two ways of thwarting the population explosion. We can raise the death rate or lower the birth rate. Since the first choice hardly seems desirable as a social goal we have little choice but the second method. Students leaving high school should have a thorough understanding of the needs and the methods for curbing population growth.

Garbage and waste disposal has become a monumental problem. Home Management classes should deal with problems of waste disposal. Most of the garbage from our households is packaging, containers, non-returnable bottles and cans that come from supermarkets. The use of recyclable containers and bottles would add somewhat to the homemakers' work, but would cut down vast amounts of disposable material.

Examples:

Use fresh vegetables instead of pre-packaged.

Buy dried raisins or prunes from large barrels instead of in small boxes.

Buy milk and soft drinks in returnable bottles instead of disposable containers.

Packaging increases the consumer's cost of products. The increased cost of trash disposal increases taxes. The increased incineration increases air pollution which irritates eyes, nose, throat

and lungs. Overuse of packaging in paper and cardboard increases the destruction of forests. Since forests put oxygen into the air we breathe, destruction of forests means destruction of air. Without air, life cannot be sustained.

Home celebrations such as Christmas and birthdays automatically conjure visions of mountains of wrapping paper, tissue paper, boxes, excelsior and other packaging goods. An interesting class activity would be to devise attractive gift wraps that do not add to the disposable wastes. For example, use popcorn instead of excelsior and use a pretty kerchief instead of wrapping paper.

These days we hear a lot about the phosphates which are found in most cleaning agents and detergents. They combine with other ingredients to provide cleaning action and to reduce germs. They are used in washing clothes, dishes and general cleaning. The phosphates, because they contain phosphorus, are nutrients. These nutrients in streams and lakes provide nourishment for plant life. The plants in turn provide food for fish. However, excessive phosphates in lakes and streams nourish excessive plant life. Too much plant life consumes too much oxygen, and makes it impossible for fish to have an adequate supply. This kills the fish.

The process of plant feeding animals which is part of the cycle of nature is called eutrophication. Excessive eutrophication is a menace to wildlife. Home Management classes should learn to demand phosphate free detergents or soap. Soap is made of plant and animal fats which are biodegradable and therefore do not kill our lakes

and rivers.

Clothing classes should learn that the survival of wild animals (not to be confused with those bred on farms) requires a fashion revolution. The demand for skins, fur, feathers of wild animals threatens their extinction.

Women's Wear Daily reports that during 1968-69 approximately the following number of wild animals were killed for their fur:

178,656	red foxes
107,381	racoons
881,614	squirrels
774,287	beavers
540,000	seals
5,000,000	muskrats
64,180	lynx

Home Economics classes on wardrobe planning should weigh this threat to animal life, and evaluate other ways of obtaining the textured effects of fur. Man-made furs such as borgana and dynel offer warmth without weight, ease of upkeep, and low cost of initial purchase. They are in every way as attractive as the natural pelt.

Consumer Education

Consumer Education? Home Economics has always considered this to be within our domain. By tradition and by nomenclature getting the most for your money has been one of the hallmarks of Home Economics. Nevertheless, a careful perusal of our courses of study shows that the bulk of our consumer education tends to deal with the purchase of foods and clothing. This has left a void. Other disciplines have been quick to pick up courses in consumer education. The Journal of Consumer Affairs for the summer of 1970 list articles on topics such as the following:

1. A- Borrowing, A- Sorrowing

2. A Case for Advertising by Physicians and Dentists

3. What Business, Government and Consumer Spokesmen Think About Consumerism.

Consumer Education courses of study by disciplines other than home economics deal with a broad range of hard and soft goods, which home economics classes have bypassed.

For many years Home Economics has claimed to train students to become good consumers as well as producers. For lo, these many years, Home Economics has claimed to teach the broader aspects of home living rather than "just cooking and sewing". But despite our claims and our declamations, actual courses in consumer education seem to have eluded many of us. And now we see these courses cropping up in secondary school departments of social studies and distributive education. At this point we must claim consumer education as part of the responsibility of an interdisciplinary team. In some schools the courses are given by a team, in some schools the department which demands the loudest gives the course; and in some schools courses of study are being rewritten to make sure that consumer information is included wherever feasible.

It seems a mystery to me that the four most outstanding spokesmen for the consumer, Ralph Nader, Virginia Knauer, Betty Furness, and Bess Myerson Grant are not Home Economists. Ralph Nader is a lawyer and the three beautiful ladies are political appointees. All four are doing magnificent work. But where are the Home Economists?

Consumer education is not just a book subject. It is important for students to reach out into the community

for such comparison shopping. Community members such as merchants, bankers, insurance brokers should be brought into the classroom to share their special knowledge with students. This is an important aspect of the work of a class in Family Living.

Family consumer choices involve more than getting "their money's worth". Choices are an expression of personal values. The same fifty dollars spent on clothing can declare one to be a hippy or an outdoor girl, or a career woman. In an affluent society, free choice determines whether a higher percentage of money will go into clothing or some other value, such as recreation.

Current estimates are that one fourth of ladies and children's garments are made at home. This justifies the teaching of sewing skills. Nevertheless, the bulk of clothing is purchased ready-to-wear. This demands the teaching of a large chunk of consumer information — the selection, purchase and upkeep of clothing to achieve ones values.

Foods classes must expand their studies of nutrition and food preparation to include all aspects of selection, purchase, and storage of foods.

Consumer education involves a great deal of activity and learning by doing. A class in Home Management might organize teams to study the question of trading stamps. They are distributed by many stores. In comparing stores that do and do not give stamps, students learn that stores must raise their prices in order to give stamps. Further checking on the value of the items earned with stamps show that the items could be purchased much more cheaply at a regular store. So students soon realize they are being gypped twice

through the trading stamp game. This type of learning makes wise consumers.

In child development, it is almost impossible to separate rearing methods from consumer values. The decisions as to whether to spend limited resources on toys, educational or otherwise, or books, or family recreation, or more expensive food and clothing, leave a lasting imprint on the developing personality. Each family must determine its choices for itself, but hopefully they do it with knowledge and understanding.

Sex Education

There was a time in the world when the sweet innocence of youth was prelude to the sweet ignorance of adulthood. This was true in all areas of knowledge. In regard to matters pelvic, there was a deeply and carefully preserved silence, which is not to say that the race didn't manage to perpetuate itself anyway.

Now the air all around is charged with a sexual orientation. The mass media have commercialized sex so that the youngest child cannot escape the barrage. Fashions in dress and behavior accentuate sexuality. Movies, theater, magazines, radio, TV leave out nothing, but nothing. The communications explosion leaves no secrets. The mass media are taking good care of the sweet innocence of youth. There's not much in the way of the facts of life to which the children are not exposed. The words of many of the rock 'n roll singers to which children listen so avidly are so blatantly sexual as to be beyond belief to oldtimers. Yet they are part of the everyday listening fare of teenagers. Unfortunately so much of what the youngsters see and hear builds neither wholesome attitudes nor

correct factual background.

The role of home and school: The point is often made that sex education is a function of the home. This is surely true. As a matter of fact it goes on daily in every home. Every day of his life, a child learns how to be a woman or how to be a man by watching his parents in action. He learns attitudes towards himself and others right in his own home. The psycho-social and emotional attitudes are taken care of, for better or worse. Parents may or may not be willing to impart this information. But whether they do or do not tell the child what they can, they are unable to provide the give and take of a shared experience with his peers under professional leadership.

Furthermore, whatever parents discuss with their children at the age of 3, 5, 10 or 12 is fine. But it reaches a point in approaching adolescence where children must develop their sense of privacy. They cease to communicate with their parents in regard to these most intimate details. This is part of the developing independence which is so necessary as preparation for marriage. At this point very intimate conversation between child and parent on details of sex may be tantamount to an incestuous relationship. More is accomplished through interaction with one's peers and with a respected professional person who remains objective.

Parents cannot bow out of the picture. Their guidance role, and their values remain very much in the fore during adolescence. But young people are questioning their parents values and need help in developing and crystallizing their own attitudes. The schools can play a major function here. Sex education in the schools is handled on an

interdisciplinary basis. Biology classes are best for teaching the reproductive functions, the anatomy and physiology. Health education classes do a good job in teaching hygiene and care of the body. But interpersonal relations are the special province of Home Economics family living classes. The informal atmosphere is conducive to an honest exchange of attitudes and insights among peers. Long before psychology classes discovered sensitivity training family living classes led by skillful home economics teachers were airing and ventilating their concerns and their dreams. The traditional activities of a Home Economics class, the preparation of foods, the construction of clothing, the care of the home, all prepare a girl for her role as a woman and as a wife and mother. Classes in family living and child development are even more pertinent to sex education and self understanding than a few lessons in reproduction.

In regard to sex education, there are two important cautions:

1. Teachers must have special training. Recent graduates probably do. Oldtimers should go back for refresher courses. Don't plunge in without preparation.
2. Work closely with parents. Parents must know what is happening. They must serve on advisory boards. They must have access to the books and films which students will use. Acceptance of the program depends upon the support of the community.

In general, parents want you to tell it as it should be. Children want you to tell it like it is. Educators want to tell it as it can be.

So Home Economics is an important part of the interdisciplinary team in-

volved in the teaching of sex education, and sex education is part of the interdisciplinary aspects of Home Economics.

Occupational Education

When Home Economics was first begun, homemaking was considered a woman's greatest career. On that basis Home Economics was funded as vocational education. However, the U.S. Vocation Education Act of 1963 and its 1968 amendments provided that funds would be allocated only for remunerative occupations. This pushed Home Economics into the position of either providing occupational education or being cut-off without funds. This forced Home Economics to take a long look at their profession and forced a new emphasis upon those of us who felt that preparation for a home and family life was the sole purpose of Home Economics. Home Economics is now a double edge sword and we must cut with both edges.

In many high schools, occupational courses are now being developed in family and commercial food services, family and institutional health services, family and commercial clothing services and child care services. These courses meet the special needs of students not previously served by existing program in academic high schools. They provide students with marketable skills in the area of Home Economics prior to their entering the labour market.

By helping students derive pride and satisfaction from their preparation for an entry level job, occupational education encourages pupil retention in school. Since these are work study programs, they have the dual advantage of providing students with needed money while, at the same time, they

provide industry and institutions with competent help.

The general pattern is to attract socio - economically deprived high school students who have completed their elementary courses in Home Economics. Training is provided for entry level jobs in the foods area. This included such jobs as kitchen helper, cafeteria counterworker, snack bar worker, waiter or waitress, family meal aide and caterer's assistant. In the clothing area, training is provided for such jobs as clothing maintenance aide, alteration assistant, sewing room attendant, seamstress in linen room, mender, launderette attendant, laundress. In health services, training is provided for such semi-skilled jobs as nurses' aide, nursing assistant, auxiliary health aides, companion to the elderly, handicapped, convalescent or hospital guide. In child care, services girls are trained to serve as nurses' aides in Pediatrics ward, nursery school assistant, mother's helper, baby sitter.

In all cases, specific training in school is given for jobs in selected institutions and industries. The high school teacher arranges for the contact and observes the students at work. In addition, supervision is provided on the job. Students work afternoons or weekends under the direction of selected persons in these institutions. One of the most important aspects of the occupational program is the use of an Advisory Committee. The assistance of the Advisory Committee is invaluable in Home Economics and become Economics Occupational Education. Members of the Advisory Committee include representatives of such appropriate agencies as employment services, cooperating institutions, community leaders. Some of the concomitant

benefits of a workstudy program are the experiences which students have in learning to adapt to employment and learning to get along with fellow employees and supervisors. They also gain insight into related employment in home economics and become acquainted with possibilities for further education. The self respect which accompanies the pay check is the intangible halo around the tangible remuneration.

Social Revolution

Parents and teachers of teenagers are well aware that civilization is undergoing a profound social revolution. The life styles are changing. In the past, perhaps it was possible to dictate a preferred and conforming and homogeneous life style. Today one's mode de vie is a matter of choice. The office worker, the swinger, the hippie, the rich man, the poor man have before them a palette of choices such as has never before been available in history. A teacher cannot legislate the life style of her students. But, whether one chooses to be a recluse or a swinger, certain commonalities remain. Whether one is a hippie on a macrobiotic diet or a diabetic carefully counting every gram of carbohydrate or a weight watcher pushing fruit into a blender, the basic nutritional needs must be met. The four food groups don't change.

Canadians represent many ethnic backgrounds:

The Ethnic Background of Canadians

British	43.8%
French	30.4%
German	5.8%
Ukrainian	2.6%
Italian	2.5%
Dutch	2.4%
Scandinavian	2.1%
Native Indian and Eskimo	1.2%
Jewish	1.0%

Russian	0.7%
Chinese	0.3%
Japanese	0.2%
Other	7.0%

This is based on the 1961 census. The present population of Canada is about 21 million.

No longer do home economics teachers try to pour their students into a mould for good living. Rather than trying to be a melting pot, we respect the mosaic of cultural pluralities upon which this nation is built.

Woman power, black power, red power, welfare rights organizations, newly arrived immigrants, the Third to the mosaic. The Home Economics to the mosaic. The home economics class respects the differences. The old melting pot is replaced by an assortment of cooking pots which give recognition to ethnic and cultural multiplicity.

For foods classes, the message is clear. Preparation of international dishes is a popular unit and culturally broadening. Ethnic specialties representative of the cultural background of students give recognition to minority groups and widens the horizons of the others. Students in clothing construction classes can learn as much from sewing one style as another, be it dasheekie or bustle. And the principles of home management, money management, and convenient storage remain the same whether in a pad, trailer, or mansion.

Home Economics teachers in family living courses have an obligation to examine with their students the changes which are being brought about by the social revolution. Many alternative life styles are available to the rising generation. Without proclaiming their own values, teachers can help students to evaluate the many cross currents which

are sweeping the world. Early marriage, late marriage, or consensual union; established religion, mysticism, or astrology; one family house, apartment, or communal pad; these are some of the options which today's youth may choose. Much as we like the stability of the past, the pressures for change are dragooning the young. Realistic appraisal may help students to discover that "where it is at" may be right at home. But if they choose an alternative life style they should do so through thoughtful deliberation.

Child Development may well be the most important aspect of the Home Economics curriculum. Here, in confrontation with posterity, what one says and does and thinks really counts. The seriousness and significance of parenthood may elude the romantic impulses of a moonlit night, but they don't elude the developing child.

Rock festivals may be part of the life style of the young. They are hardly conducive to good child rearing practices. A course in child care and development should emphasize understanding young children, not just physical care. After all, in many places cloth diapers have given way to Flush-A-Byes and perambulators were replaced by folding carriages, and now by papoose packs, but the basic principles of providing a child with growth experiences in a loving, secure, dependable home remain the same.

Today's students clamour for courses which are relevant. By any standards, Home Economics can be the most relevant course in the curriculum. But to do this, it must be adapted to the individual situation and living conditions of your students. Life styles vary. Ethnic backgrounds vary. Economic

backgrounds vary. Relevance on an Indian reservation may not pertain to relevance in Moncton. In this regard, the students are the authorities on what is relevant. A study of hard drugs and their effects may be crucial in one school, while elsewhere it may be irrelevant as a problem. A college student told me the other day, that on his campus, eighty percent of the students use marihuana regularly, but he is quite sure that one hundred percent of the students have tried it. Maybe he is exaggerating somewhat, but when the students know more about this topic than the teachers do, making a course relevant takes some doing.

Here are ten points to remember. If you were an ordinary group, I would say tie a string around your finger for each point. But since you are home economists, let us instead put a thimble on each finger for each point to remember.

For five disciplinary aspects of Home Economics:

1. Family Living
2. Child Development
3. Home Management
4. Textiles and Clothing
5. Food and Nutrition

And now five interdisciplinary aspects of Home Economics:

1. Environmental Education
2. Consumer Education
3. Occupational Education
4. Sex Education
5. Social Revolution

Worked into a jingle, Home Economics sounds like this:

In a decade of decision
 Home Ec undergoes revision
 Interdiscipline in part
 Still unique with home at heart
 Family life our first concern
 Management which all can learn
 Child development and care
 Foods, nutrition, clothes to wear
 Consumer knowledges and skills
 Form relevance which Home Ec fills
 Environmental education
 Training for an occupation

Within the context of our times
Home Ec thus is redefined
Broader in scope and ever growing
Since the days of cooking and sewing.

Implications

The impetus to occupational education which was created by the 1968 amendments to VEA has created the need for new curriculums, new teaching methods, new teacher training procedures, a new type of teacher license, new textbooks and materials, new designs for Home Economics rooms, and new types of equipment.

Even new careers have been created, forming an occupational ladder and lattice for Home Economics. Training for entry level jobs has become the province of secondary school Home Economics. This includes such areas as occupational foods courses, occupational clothing courses, occupational child care courses and occupational courses in health services.

Community colleges have undertaken the responsibility of training paraprofessionals in the above mentioned service areas, as well as the hotel and motel industry and family assistants in meal service and child care and homemaking.

The college Home Economics departments are undertaking the responsibility of preparing professional home economists who will be able to implement the new role of Home Economics at the other grade levels.

The necessity for a new kind of teacher training in Home Economics has made it necessary for New York State to require new certification procedures for teachers of occupational subjects. Effective 1973, alternative avenues will be available for teacher certification of occupational Home Economics. The first approach will re-

quire a baccalaureate degree with a minimum of one year of supervised work experience in the area for which this certificate is to be issued. The second entry to teaching will be through completion of a two year preparatory course and a minimum of two years of appropriate work experience with time provided for completing the degree within five years of the issuance of the professional certificate. The third method, to be used only in case of emergency shortages, will require only 30 designated appropriate college credits to start, and a minimum of four years of appropriate experience in the specific occupation for which the certificate is to be issued. This professional certificate shall be valid for five years from date of issuance, allowing time for further college study in preparation for permanent certification.

These changes in certification created demand for new college programs, including supervised work experience in various relevant industries and institutions. Also required of the colleges are intensive courses for the re-education of Home Economics teachers now in service, who wish to enter the occupational field.

It is obvious that domestic style foods laboratories and clothing rooms cannot furnish adequate facilities for occupational courses. Commercial equipment for food and clothing trades is demanded.

As we push Home Economics forward in this Decade of Decisions, we must think in terms of interdisciplinary approaches which require new curriculums, new equipment, new approaches, new training for a whole new field of Home Economics.

HAPPENINGS

New Brunswick Home Economics Association

The New Brunswick Home Economics Association is holding its annual convention at the Lord Beaverbrook Hotel in Fredericton on October 21st, 22nd and 23rd. The convention will start with an Irish Coffee party on Thursday evening, and will end with a luncheon on Saturday. The special speakers will include CHEA Family Life Committee Chairman Anne Burns, and Mme. Jehane Benoit. An invitation is extended to any CHEA members who might be in the area at that time.

To Home Economics Teachers:

Wouldn't one of your home economics students like to spend four weeks next summer in Europe — ALL EXPENSES PAID?

Pillsbury Canada is offering two Canadian high school home economics students, two all-expense paid scholarships to *What's New in Home Economics* Travel Teach-In. Perhaps you have read about the trip in the *What's New* magazine. The Travel Teach-Ins will be in their second year running. They are fully chaperoned by United States home economics teachers. The Canadian scholarship winners will travel with a student group from the United States and their U.S. home economics teacher. The trip will probably be to France. The student will stay four weeks in the country travelling to different parts of the country. She will have the opportunity to learn how the people of that country live, eat, dress, produce, and prepare their food. She will meet the real people both in cities and the

countryside and have a chance to talk to them to find out what they feel and think. There will be many pleasure trips to beautiful and historic sites.

How does one of your students win the Scholarship Trip? By entering the student division of the Pillsbury Canada First National Bake-Off recipe contest. To enter, a student must submit an original recipe using refrigerated crescent, biscuit or cookie dough (butter-scotch or chocolate chip flavours). Twenty-five students will become finalists in this contest. Each finalist will receive a five-book set of Pillsbury's Bake-Off cook books and have the chance of winning one of the two grand prize scholarship trips.

You can also be a winner — if one of your students qualifies as a finalist. If one of the students qualifies as a finalist, you will receive an identical set of the fivebook Pillsbury Bake-Off cook books (after completing a skill test question as required by Canadian law).

Entry blanks are available by writing to Pillsbury Canada Ltd., 234 Eglinton Avenue East, Suite 503, Toronto 12, Ontario. If you have any further questions regarding the contest, please write to us.

CARE on its 25th Anniversary

A quarter century is a fairly good age for a 'temporary' organization but that's the way its founders thought of CARE when it was formed twenty-five years ago to enable relatives and friends to send food parcels to the half-starved survivors of World War II in Europe.

The first CARE package was delivered in Le Havre, France, in May

1946 and from then on the flood of CARE parcels to war-torn Europe increased monthly to phenomenal proportions. Before the standard CARE package was 'phased out' last year, a total of one hundred million had been delivered to 73 nations on four continents.

Recently, representatives of over forty nations gathered in Washington, D.C., to pay tribute to the organization which had in its 25 years of existence fed more than half-a-billion people and shipped more than \$1,260,968,000. in aid to those in need.

C.H.E.A. Scholarship Fund

The first *Mary Clarke Scholarship* will be awarded at the convention in Halifax, 1972. This will be ten years since the fund was organized in memory of Mary A. Clarke, a former president of C.H.E.A.

The scholarship will be named the Silver Jubilee Scholarship in alternate years until the fund has built up sufficient interest income to award both scholarships each year. The amount of the scholarship is \$2,000, and the recipient will be a Home Economist who is continuing her studies at the graduate level.

We are close to reaching our objective of \$50,000. This money has come from the membership, from receipts of the Laura Secord Cookbook, from the Appeal to Industry campaign and other sources. Our graduates increasingly require graduate level degrees for many positions. The stature of the profession is enhanced by these leaders. Could you contribute? If each member of C.H.E.A. would donate \$7.00, we would exceed our goal.

Appointment

Canada Starch Company

Mrs. Mary Lou Rourke has been appointed Director of The Consumer Service Department of the Best Foods Division of The Canada Starch Company Limited, responsible for Consumer Relations, Consumer Product Testing and Nutritional Studies.

Mrs. Rourke received her B.A. in Home Economics at the University of Western Ontario, and was formerly Home Service Director of Union Gas Company of Canada Ltd. in Chatham, Ontario.

She will be located at the company's head office at Nuns' Island, Montreal.

From the Annual Report 1971 (have you read it)

P.1 — The C.H.E.A. exhibit has been in considerable demand helping to tell our story to large numbers of people. Two copies of the "Vistas" film are now available at the national office for interested groups.

An application form for reduced fees for retired members was prepared and is available from the national office.

Members of Canadian Home Economics Association for 20 years are eligible.



Membership rates for retired Home Economists are dropping!

What they don't know can hurt them.



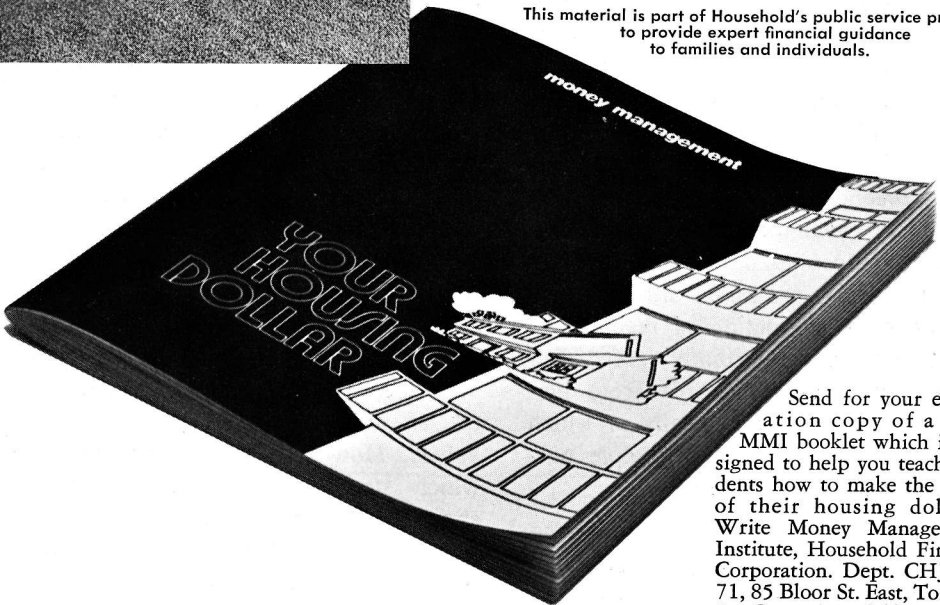
Whether today's young people start out their adult life as singles or newly married couples, housing will probably represent one of their largest initial investments. That's what the Money Management Institute's new edition of "Your Housing Dollar" is all about.

Written in consultation with leading authorities from business, education, and government, "Your Housing Dollar" is designed to help people manage their housing dollars wisely. The booklet covers everything from how to estimate housing needs and deciding whether to rent, buy or build, to actually selecting the right home and planning housing costs.



Household Finance Corporation of Canada

This material is part of Household's public service program to provide expert financial guidance to families and individuals.



Send for your evaluation copy of a new MMI booklet which is designed to help you teach students how to make the most of their housing dollars. Write Money Management Institute, Household Finance Corporation, Dept. CHJ 10-71, 85 Bloor St. East, Toronto 5, Ontario. Offer good through December, 1971.

THE CHANGING PATTERN OF TEXTILES

by Dr. H. R. RICHARDS

*Department of Consumer Studies
University of Guelph, Ontario*

During the last decade, and especially during the past five years, there has been a great change in most areas of textiles. This report will deal with some of the areas of major interest to consumers and will attempt a quick view of the future. Where possible, Canadian statistics will be presented but, where these are not readily available, other figures will be quoted, mainly U.S. because Canadian consumption of textiles follows closely that in the U.S. To achieve a degree of continuity, the areas of fibers, yarns, fabrics, carpets and consumer protection will be dealt with in that order.

Fibers

Until the end of the 19th century, virtually all textile fibers were natural fibers, i.e. fibers which grow or occur in nature. The only exceptions were very small amounts of exotic fabrics such as cloth of gold and some glass fibers. Just after the turn of the century, regenerated fibers became commercially available and rayon and cellulose acetate have continued to make steady progress, although the commercial production of regenerated protein fibers has virtually ceased. Regenerated fibers are made from materials which occur naturally or which can easily be made by a simple procedure from such materials.

Just over 30 years ago the first synthetic fibers were produced commercially and these are made by the joining together (polymerising) of simple molecules to give long chains. There is some doubt about which was the first commercially-available synthetic fiber, some sources stating that polyvinyl chloride, produced in Germany as Pe-Ce, was available in 1934, whereas several dates even as late as 1938-39 are given for the commercial entry of nylon in the U.S. Since then, many other different synthetic fibers have been made but only a few have achieved major commercial importance. These include polyesters (Terylene, Dacron), acrylics (Orlon, Acrilan), modacrylics (Dynel, Verel) and polypropylene (Herculon, Celaspan). Despite their relatively recent introduction and comparatively slow growth until ten years ago, the synthetic fibers will dominate the North American market in the next few years and may account for three-quarters of our fibers by 1980. Table I shows the changing pattern of world textile fiber production and Table II shows the U.S. fiber consumption. Because the figures in these tables have been drawn from several sources¹, they should be regarded as trends rather than absolute values. However, it does not matter which statistics one reads, they all show the very rapid world increase in synthetic fibers. Until recently, nylon has accounted for over half of all synthetic fibers but is now being challenged for first place by the polyesters,

Part of this paper was presented to the London Home Economics Association on 13th April, 1971, and part to the Macdonald Institute Alumnae Association Annual Seminar on 8th May, 1971.

TABLE I
WORLD TEXTILE FIBER PRODUCTION (million lb.)

	1940	1950	1962	1966	1970
Silk	130	42	73	72	65
Wool	2,500	2,300	3,300	3,300	3,100
Cotton	15,200	14,600	23,000	24,000	22,000
Regenerated	2,500	3,500	6,300	7,300	8,200
Synthetic	12	180	2,600	6,000	11,000

production of which has increased by about 34% per year over the past decade.

It is interesting to examine the cause of the increasing consumption of synthetic fibers. The main reason for this, as with increasing consumption of any product, is that consumers are buying

the product. In the case of synthetic fibers, this is not because of price because, as shown in Table III, synthetic fibers are among the most expensive, being about the same price as wool. However, the great advantage of the synthetics is that of "easy-care" which is being demanded more and more.

TABLE II
U.S. FIBER CONSUMPTION (million lb.)

	1940	1950	1960	1970
Silk	48(1*)	11(0.1)	7(0.1)	5(0.1)
Wool	410(8)	630(9)	400(6)	300(3)
Cotton	4,000(81)	4,700(68)	4,200(65)	3,600(34)
Regenerated	480(10)	1,400(20)	1,100(16)	2,100(20)
Synthetic	4(0.1)	140(2)	760(12)	4,600(44)

* percentages

TABLE III
APPROXIMATE COST OF FIBERS (per lb.)

Nylon and polyester	\$ 0.90 - 1.30
Wool	0.80 - 1.10
Polypropylene	0.80 - 0.90
Modacrylics	0.75 - 0.90
Acrylics	0.60 - 0.65
Acetate	0.40 - 0.50
Cotton	0.35
Rayon	0.30

Yarns

Except for very few fabrics, such as non-wovens, nearly all textile fabrics are made of, or at least contain yarns. Yarns are fibers or filaments twisted together to give a continuous

coherent structure. The first synthetic fabrics were made from filament yarns to resemble silk, but the products were hard and rather "lifeless". Therefore the filaments were cut into short lengths, or staple, and the resulting

fabrics had better hand, loft, covering power and other desirable consumer properties but the resultant short fibers could be rubbed from the fabric to cause pilling, or fuzz-balls. To overcome these and other defects, texturing or texturising was introduced about fifteen years ago. This involves putting a crimp, coil or curl into a filament yarn and heat-setting it, to give a bulked, resilient yarn with most desirable properties. Over 80% of all texturing is now done by the false-twist method, which involves twisting the yarn, heat-setting it and then untwisting it by passage over a rapidly rotating spindle.

Until 1967-8, nearly all the polyester used in North America was staple, used for blending especially the 65/35 polyester-cotton, which accounts for 80% of the shirts sold in Canada

and for a large proportion of other garments especially those with a permanent-press finish. From the late 1950's to the late 1960's, the North American throwster (twisting filaments into yarns) volume has zoomed from \$10 million to well over \$500 million² and the growth of textured filament yarn has been phenomenal since 1967, especially for textured polyester yarn. Table IV shows some of the figures for North American production and some predictions for the future³. From these figures, the greatest expansion is undoubtedly that of textured polyester yarn for apparel, but the untextured yarn market is also growing rapidly in many areas. Since their introduction for tire cords in 1965, polyester filament now accounts for over 95% of all original equipment tires sold in the U.S.³.

TABLE IV
FILAMENT POLYESTER FORECAST (million lb.)

	Apparel		Industrial	Total
	Textured	Untextured		
1966	6	40		
1967	20	50		
1969	90	80		
1970	150	100	160	410
1973	320	130	275	725
1975	380	170	320	870

Apart from the change from staple to filament yarns, there have been several advances in methods of making yarns by entirely new processes. These include self-twist spinning and the Bobtex system⁴, developed during the last five years in Canada.

Fabrics

Until 1960, over 80% of fabrics were woven but since then, knitting has

increased by about 12% per year while production of woven fabrics has not increased significantly. About half of our fabrics are now knitted and if, as seems likely, the production increases at the same rate, nearly two-thirds of our fabrics will be knitted by 1975. In Britain, about one-half of all fabrics produced in 1968 were woven and about one-half were knitted. Last year, knitted fabrics in Britain account-

ed for two-thirds of all the fabrics produced. The increasing popularity of knits is shown in many areas including the home-sew field and men's suits. As with the synthetic fibers, the rapid increase in knitted goods is not due to price because the average price per yard for knitted fabrics (\$3.50) sold by the yard in North America last year was well over twice the average price (\$1.25) for woven fabrics sold by the yard. In the next few years, the trends for knitted fabrics will be towards lighter weight especially raschel and tricot, computerised designs to knit seamless garments, printing of wide fabrics for later cutting into garments so that each cut piece will have a relevant design, and a greater trend to slacks, suits, shirts and other apparel.

Although non-woven fabrics still account for only a small proportion of fabrics, they must be considered because the production of non-woven fabrics has been increasing at three times the rate of the overall textile industry⁵. With the trend to faster and faster production and, in theory at least, lower and lower prices, it is interesting to compare the rates of production of paper, non-wovens and woven fabrics. An average paper-making machine can produce about 1000 sq. yd/min. and a non-woven fabric can be produced at about 60 sq. yd/min. while the rate for a woven fabric is about 4 sq. yd/hour i.e. a non-woven fabric can be produced 250 times as fast as a woven fabric. From an annual sales of \$30 million in 1965, non-woves have jumped to \$400 million in 1970 and a figure of \$1,500-3,000 million is being predicted for 1980⁶. The use of new adhesives and methods of manufacture have made

possible much more attractive non-woven fabrics which can be hard or soft, strong or weak, water absorbent or water-repellent. Their potential uses are almost unlimited especially for disposable items such as pillowcases, sheets, wedding dresses, graduation gowns, coveralls and medical supplies^{6,7}. To keep costs down, rayon fibers are in great demand for non-wovens and, if the demand for non-wovens continues to increase at the present rate, it may not be possible to provide enough rayon staple during the next five years⁷. Because of the rapid expansion of non-wovens and disposable soft goods, a directory was produced in 1970⁸ by The Disposables Association.

If disposable items were to be widely used, the amounts involved are staggering. Stanford Research Institute have estimated that pillow cases alone for U.S. hotels, motels and hospitals would require 380 million lb. of non-woven fabric per year, which is 50% more than all the disposables produced in the U.S. in 1969! One aspect which may slow the explosion of disposables is that of pollution and, unless suitable means are developed for "disposing of disposables", they may not achieve their prediction.

Carpets

Until 20 years ago, nearly all carpets were woven but, since tufting was developed in the early 1950's it has expanded so rapidly that it is now used for about 87% of all the carpets made in North America, while needlepunched (a form of non-woven) carpets account for about 6%⁹. One reason for the growth of tufted and of needlepunched carpets is the speed of pro-

duction and, during the last decade, carpet production has increased by 13% per year. However, both these types of carpets have other merits also, including non-fraying of cut edges, easy repair of damage (holes) and durability.

Because of the increasing use of carpets for both "floorscaping and wallscaping", concern has been expressed about the flammability hazard. In April this year the methenamine pill

test became law in the U.S. and will probably also become law in Canada. A combustible pill is placed on a specimen of the carpet and ignited — if the carpet burns more than 3 inches from the pill, it fails the test¹⁰. For rugs, defined as less than 25 square feet in area, they must either pass the test or contain a notice stating that they burn.

Although nearly all fibers have been used for carpets, there has been a very strong trend to the synthetics during

TABLE IV
CANADIAN FIBER CONSUMPTION FOR CARPETS AND RUGS
(million lb.)

	1965	1970	1975	1980
Nylon	7(17*)	27(38)	58(47)	100(51)
Acrylic	7(17)	13(18)	19(16)	31(16)
Polypropylene	2(4)	10(14)	17(14)	29(15)
Polyester		7(10)	15(13)	23(12)
Cellulosics	19(45)	9(13)	7(6)	8(4)
Wool	7(17)	5(7)	5(4)	5(3)

the last decade. Table VI shows the trend and the forecast for Canada¹¹, and the U.S. percentages are similar¹². In the same way, the carpet backings are moving rapidly towards nonwoven synthetics. Whereas jute now accounts for about 80% of carpet backings and non-woven polypropylene for nearly 20%, it is expected that by 1975 jute will account for only 40-45% and polypropylene for about 30%.

Consumer Protection

Consumer protection can include many facets such as financial (e.g. loans and moneyback guarantees), performance of goods and safety. The most important event that has occurred in the past few years is undoubtedly the creation of the federal Department of Consumer and Corporate Affairs. This department, created less than four

years ago, has responsibility for all areas of consumer protection and regularly produces newsletters of interest to consumers. In the near future all fabrics to be sold in Canada must carry a label indicating all fibers present to at least 5% content. Last September, the Minister announced a care-labelling program with eventual implementation in Canada but, because of the necessity for all writing to be in English and French, the wording or letters may be different in a Canadian version of care-labelling. Therefore, there is a preference for the use of symbols in Canada and this conforms to the International Standards Organization idea of a universal care-labelling system: From the aspects of safety, the Hazardous Products Act became law in 1969 and this enables immediate legislation to be passed to control the

sale of any product which is shown to be unduly hazardous to the consumer. A great deal of attention is being given to the flammability of fabrics and carpets and a Special Committee on Consumer Flammability Problems has been investigating the practicality of controlling "dangerously flammable fabrics". Because of the complex nature of the problem¹³ and the lack of burn-injury statistics, it is unlikely that meaningful general legislation will be effected in this area in the near future.

However, from March 31st, 1972, all bedding offered for sale in Canada must not burn faster than a given rate when tested under specified conditions¹⁴.

Textile Prices

In view of the well-known "inflationary spiral" which has taken place in Canada especially during the last few years, it is interesting to examine how the prices for textiles have changed. Figure I shows that the selling

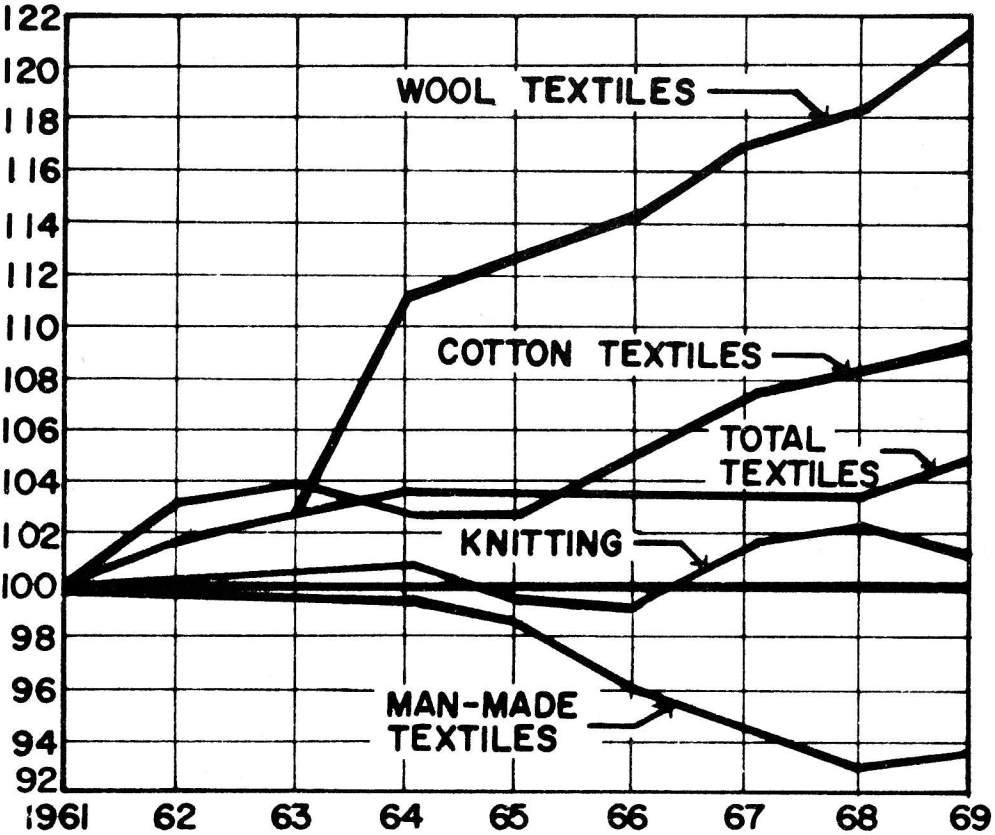


FIG. I SELLING PRICES FOR ALL CANADIAN TEXTILE PRODUCTS (1961=100)

prices for the output of the entire Canadian textile industry (not including clothing) have increased about 5% since 1961¹⁵. Wool textiles have risen the most (21-22%), while man-made textiles (synthetic plus regenerated) have actually dropped more than 6% in the decade.

Conclusions

The world, and particularly North America, is moving rapidly towards a "manmade fiber society", with the overwhelming emphasis on the synthetics. Costs for natural fibers are increasing much more rapidly than those for man-made fibers. There is a strong trend towards filament yarns, especially textured, and towards knitted textiles rather than woven. Also, because of cheapness and disposability, there has been a recent rapid increase in the production of non-woven fabrics. Similarly, synthetic fibers are being used more and more for carpets, most of which are now made by the rapid tufting process. In the area of the much-discussed, complex and controversial subject of fabric flammability, legislation is just emerging, as it is for fiber identification and care-labelling. It is forecast that investment in textiles will double by 1980, while production will increase 50%, sales will increase 70% and profits will nearly double¹⁶.

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One distinction of a cultured man is the degree of his open-mindedness.

"Culture" has 164 known definitions, but the one accepted by the Duke of Edinburgh's Second Commonwealth Study Conference held in Canada in 1962, is simple and inclusive: "Culture is that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by a man as a member of society."

Free discussion is an important ingredient in this understanding.

The family is the most important unit in shaping culture. The domestic hearth is the centre around which the necessities of warmth, comfort and food are satisfied, and it is also the place where companionship is fostered and enjoyed and where culture starts.

WHAT'S NEW

by MARJORIE ELWOOD

900 Series

Salton, Inc. originators of the first Hotray warmer in 1949 recently introduced a totally new design for all its Hotray food warmer line. In this new "900 series", the trays are low and sleek, contemporary and elegant. The handles and sides are walnut grain finished with matching trim and the frame of the tray is brushed satin aluminum. Most of the models feature an attractive sunburst design in one corner called the "Sunspot". It is really a tray within a tray which heats to 40° higher than the rest of the surface, so beverages can be kept piping hot on the "Sunspot". Anyone who has used a Salton Hotray food warmer appreciates how long it will keep food hot for the convenience of the server and the diner — it does not cook food. The range in price for the "900 series" is from \$10.95 for the smallest model (10 by 7¾ inches) to \$79.95 for the largest model (33½ by 16½ inches). They are indispensable for to-day's type of informal, help yourself entertaining.

Because Salton, Inc. are pioneers in the small electrical appliance field they have created other very practical things such as bun warmers for serving warm, buttery, just right rolls — retail price \$14.95 to \$16.95. Another handsome precision appliance they have engineered is the Salton Egg Cooker having time and temperature controls adjustable to any taste preference. It boils up to eight eggs or poaches four eggs

at a time perfectly — two styles, one at \$29.95 and a deluxe model at \$37.95.

Mini-Deli

A whole new family of 8 specialty sausage products by J. M. Schneider Limited of Kitchener, Ontario. They are exciting in content and attractively packaged in a striking black casing with the "Mini-Deli" logo on each label. The "family" consists of some traditional sausage products and some outstanding new products — 1. Lyoner — a mild, delicate blend of European spices added to select ham pieces, and lean beef finely chopped. 2. Pickle & Pimento — a colourful blend of veal, beef and pork, finely chopped with pickles and pimentos. 3. Beerwurst — a sweet, spicy pork and beef sausage with added mustard seeds. 4. Polish — fresh picnics and lean beef blended together to give a traditional full bodied, Polish flavour. 5. Cooked Salami — lean beef and pork with just a whisper of garlic. 6. Jagdmurst — sometimes called Hunters' sausage. This has a zesty Bavarian flavour with its fresh picnics, lean beef and traditional spices. 7. Thuringer — a mild but flavourful European sausage of beef and pork. 8. Tyroler — a really new sausage with a wonderful Alpine flavour, made from select ham pieces, veal and pork.

These are all packaged in 10 oz. rolls about 2 inches in diameter — a just right size for snacks or a cold

meat platter. They may also be found in a larger size, called the Deli Line, on delicatessen counters which specialize in slicing small portions of cooked meats for customers.

Because the rolls of the Mini-Deli line of sausage are shown with the front cut surface on the bias, the make up of each is readily recognized. Retail prices range from 79¢ to 99¢ per roll. This new line promises to be but a forerunner of a whole new line of food products from Schneiders. But do try their meat pies. You'll find them on the chilled meat counter, not the frozen food section. I mentioned them before in the January Journal as being "real meat" pies. I still think they are the best on the market.

Wine & Cheese Parties

Those of you who entertain in this gracious way may now buy "Mr. Big" in Chateau-Gai wine stores in Ontario. In others words, this company is now packaging its Still Rosé and Medium Dry Red table wine in 80 oz. bottles at \$3.95 and \$3.60 respectively. This size yields 20 or more servings depending on the size of the wineglass. The company suggests that once the Still Rosé and the Medium Dry Red have been opened, they should be stored in the refrigerator so they will retain their soundness. The Rosé is usually served chilled, so refrigerator-to-table is the popular practice. However, for those who prefer to serve their red wine at room temperature, be sure to take it from the refrigerator early enough before serving.

The Added Touch

Bac*os, Pepr*os and Saus*os — these are the new Betty Crocker crisp

protein chips that add zest and flavour to scrambled eggs, pizzas, salads, casseroles, dips and sandwiches. The Bac*os bits have a bacon-like flavour; the Saus*os resemble mild pork sausage and the Pepr*os have a spicy pepperoni appeal. These products developed by the food technologists of General Mills are protein-rich fibres spun into stable bits of goodness tasting like meat. They are slightly salty so taste the mixture in which you use them before adding more salt. Each jar is 3.25 oz. and retails for about 89 cents in most markets across Canada except the Maritimes.

Northern Spies

My liking for these luscious Canadian apples stems from the time when, during the winter months, there was always a barrel of spies in our "fruit cellar" sent from my uncle's farm. Now the Georgian Bay Fruit Growers have captured this wonderful fresh "spy" flavour in their Allen's Northern Spy Apple Sauce. It is attractively packed in 28 oz. glass jars and at present it is available in all Steinberg's stores in Ontario and most I.G.A. stores. It retails for about 47 cents.

Tempting and Delicious

Whether you want to be known as a gastronome when hostessing at home or in a fine restaurant or private club, Marsan Foods Limited has the answer for you. They have evolved 5 different individual pouch packed frozen entrees that have brought a new standard of excellence to so-called convenience foods. Even the names of the entrees have a ring of quality — CHICKEN MARSAN — large chunks of chicken

breast and fresh mushrooms combined in a veloute sauce; SHRIMP MARI-NARA — medium size shrimps in a delicious red wine tomato sauce; BEEF AVILA — bite size strips of branded beef with fresh button mushrooms in a delightful tasting, demi-glace sauce; CURRIED SHRIMP — a generous serving of shrimp in a medium hot curry sauce made with fresh apples and onion; and CURRIED CHICKEN — in this also the chicken is in good size chunks covered with an appetizing curry sauce made from fresh apples, bananas and onions. At the time of writing, I had not visited the Marsan Foods plant but know from the excellence of their products that they must maintain very high standards of processing. I would suggest that anyone using these entrees follow the company's suggestion that they be served with hot cooked rice or fine noodles. The reason for this is that the sauce which surrounds the chicken, shrimp and beef is unusual in that it is a concentrated rather than a thickened sauce so all of its fine flavour is captured when rice is used. I can picture a knowing hostess serving one of these entrees, i.e. Chicken Marsan, with a flair from a chafing dish even though all she had to do was heat eight or ten boil-in-a-bags that she purchased at a specialty food shop. For the imaginative restaurateur who wants to broaden the menu with gourmet quality items but hasn't the qualified staff, these different frozen entrees are available in cases of twelve 6½ oz. packages. Also, because this is just the beginning of a new concept for high quality convenience foods, the Marsan Company is receptive to the idea of

packaging their products to specification, i.e. in steam table pan size — along this line there are possibilities for ravioli, meat balls in gravy, etc.

Mrs. Jeanne Carter is the company's enthusiastic dietitian (a University of Toronto graduate) and Kenneth Jewett is their knowledgeable president — either would be happy to talk product to you. The address is 692 Richmond Street West, Toronto 140; 416-863-9966. Temporarily, these products are in distribution only in Ontario.

FOR NEXT SUMMER'S PLANNING

June 28, 29, 30, 1972

Pre-Conference Workshop—Acadia University, Wolfville, N.S. — Food Technology.

* * *

July 3 - 6, 1972

C.H.E.A. Convention — Nova Scotian Hotel.

* * *

July 21, 1972

International Home Economics Association — Helsinki, Finland.

Canada has been engaged in one of the world's most successful experiments in cultural blending. Our purpose is to provide a society in which the people, by free consent, dwell together in unity.

THE CONSUMER MOVEMENT IN WORLD DEVELOPMENT

by COLSTON E. WARNE

*President, Consumers Union of the United States
Mount Vernon, New York*

In the last quarter century, the consumer movement has taken root in most technically advanced nations. Whether in Stockholm, Washington, London or Tokyo, consumerism is today on the march. A deep concern is felt by consumers, whether over false advertising, environmental pollution, inadequate product guarantees, exorbitant interest rates, unsafe products and noncompetitive pricing practices. Out of this unrest a world consumer movement was born in the Hague in 1960 — by the establishment of the International Organization of Consumers Unions, called the I.O.C.U. This movement, which now has its headquarters in the Hague, includes nearly sixty organizations from some thirty-five countries.

On the international level, the consumer movement is now concerned with such varied issues as the metric system, airline rates, the lowering of tariff barriers, the international interchange of technical information, the establishment of consumer informational, educational and complaint centers, and the development of uniform product standards and quality markings in international commerce.

The principal thrust of the world consumer movement has thus far been that of fostering the development of governmental and private agencies to improve the lot of the consumer in technically advanced countries. Yet it

early became apparent to the I.O.C.U. that it also faced the far more difficult task of building a vigorous and effective consumerism in all developing nations.

Like the trade union movement of the nineteenth century, which established its first firm roots among the highly paid skilled workers of advanced nations, the world consumer movement of the mid-twentieth century was first initiated in the more affluent societies and received its initial support from well educated and articulate consumers who objected vigorously to shoddy merchandising practices in urban markets. Just as the labor movement sought through the I.L.O. to establish basic labor standards which would give protection to the worker in developing countries where unionism is weak, so the consumer movement of today is searching out the means to build effective consumer educational and legislative standards which will shield the consumer in developing countries from dubious merchandising practices which erode already low levels of living.

The I.O.C.U. recognizes that today in all too many countries, the consumer is cheated by false weights and measures, by widespread product adulteration, and by a host of other sharp merchandising practices. Through faulty and ill-enforced laws, consumers cannot be insured that the products they buy have been tested and found safe for their intended use. Indeed it is in the developing nations that the world

Speech before the Society for International Development, Canada, May 18, 1971.

consumer movement finds its greatest challenge, whether in the field of false advertising, usurious credit terms, or consumer education. One official of a developing country well expressed the consumer dilemma when he affirmed that he took for granted that the milk which was delivered to his doorstep would be diluted with water. He couldn't do anything about that. What he did object to, he said, was dilution with filthy water. At that point, he proposed to take action.

While the UN enters the Second Development Decade, it has become evident that large segments of the population of developing countries have failed to register consumer gains commensurate with the production gains which have occurred. Not only has labor been under-utilised, social inequalities have been frequently aggravated. As the Commission for Social Development stated in its 1970 Report on the World's Social Situation:

There is a growing conviction that strategies of development in many Asian countries have been based on quite uncritical extrapolation of Western experience and economic theory, with insufficient or no allowance being made for the fundamentally different circumstances of the Asian societies. One of the most serious (but only recently recognized) weaknesses of Western development theories is that they more or less take for granted the existence of political, social and cultural frameworks conducive to economic growth and hence discount these elements as subjects of development policy and planning.

In many Asian countries, however, such frameworks do not yet exist or have only begun to emerge, so that when attempts to apply Western theory and technology without prior structural and institutional reforms there often takes place a kind of "rejection reaction" rather similar in principle to that which has hampered medical science in its efforts to transplant human organs. The realization of this problem is awakening interest in the

need for critical re-evaluation of structures and institutions of Asian societies, with a view to determining their suitability to development, to eliminating or modifying those features which impede development, and (not least important) to strengthen those others which can be utilized to support development . . .

In considering international development strategy for the Second Development Decade, accent is correctly placed by the Committee for Social Development on "a more equitable distribution of income and wealth for promoting both social justice and efficiency of production, to raise substantially the level of employment, to achieve a greater degree of income security, to expand and improve facilities for education, health, nutrition, housing and social welfare, and to safeguard the environment."

This same theme runs through the recent report of the Conference of Ministers on the Economic Commission for Africa. The Africa strategy for development in the 1970's is described as one of meeting the challenges produced by the "pluralistic structure of almost all African countries, consisting of a traditional subsistence sector, an indigenous monetized sector and a foreign enclave."

In planning for development, stress is placed on "the limited relevance of the development of science and technology in the developed world to the problems facing African countries, in particular, problems bearing on the transformation of the socio-economic structures in Africa."

It is evident that the forces for urban modernization are generally surrounded by vast areas of rural backwardness — a situation which necessitates many developmental reforms. It is here that our consumer movement has a

distinct contribution to make in accentuating the need for nutrition education, in stressing the need for improvement of the human environment, and in placing emphasis on housing needs, and particularly on the necessity of changing the practices of commercial institutions. Little by little, under the influence of our international consumer efforts, a realization is coming that it is not enough to plan new infusions of money and capital.

This sort of simplistic economics implies that, miraculously, consumers will raise their plane of living when they have money in their pockets. A wise choice of products and a high level of ethics in the marketplace are not likely to emerge fullblown without a long education process and a legislative process. Income distribution is not subject to immutable natural laws of economics. (The estimate of the Economic Commission for Africa is that sixty percent of the population of Africa gleans but twenty percent of the continent's gross income, foreign countries and non-indigenous populations earn about forty-five percent of the gross income; and indigenous population which exists in the monetized sector takes approximately thirty-five percent of the income.)

Translated into human terms, this means that nearly half of the income of an African nation and most of the economic power emerges in the hands of the non-nationals. As the report continues, "In the modern sector this concentration is reflected in the preemption of large areas of commerce and finance by a few ex-patriate business houses." One may well assume that the milking of the native populations through non-competitive market-

ing practices, through false weights and adulterations, through high cost credit and a host of similar practices will persist into this decade.

The Economic Commission for Africa drafted a program of priorities for 1969-70, and then alluded to "rigid social and property structures including age-old land tenure systems, inflexible customs, philosophies of traditional life and irrational attitudes toward work, etc." as tending "to obstruct the pace of social change and the modernization process to which all newly independent African countries are committed . . ." In this conclusion they are correct.

The consumer movement of the world has a responsibility in calling attention to the significance of establishing in all nations — and especially in developing nations of this Second Development Decade — a better balance between the power of producers and that of consumers. One of the most important committees of the International Organization of Consumers Unions (the I.O.C.U.) is that chaired by Dr. Persia Campbell which deals with the needs of developing countries. As a result of the activities of this committee, the I.O.C.U. has brought together representatives of the new consumer-oriented movements, first in Africa, then in the Carribean. An Asian regional meeting will be held next fall in Kuala Lumpur.

We of the I.O.C.U. can by no means claim that the world consumer movement has yet found a successful formula for insuring improved consumer legislation or even the successful implementation of existing legislation. We have, however, established experimental outposts in Korea, in Malaysia, in India, in the Phillipines, in Fiji, and

in a number of other countries. We hope that out of our experience a means will be found for securing greater governmental recognition of the potentialities in consumer protection as a means of raising levels of living. Moreover, we hope that the programs of the UN agencies in the current Development Decade will increasingly reflect the important contribution that can be made by consumer education, consumer legislation, and by especially the enforcement of consumer laws.

Programs for international development have hitherto been too prone to accord undue accent to increases in national productivity and to advances in wages. There has been inadequate concern with the worker as consumer — with the “real purchasing power” of the wages that the worker brings home when he goes into the market. Nor has there been enough concern with such often-forgotten agencies as those dealing with the promulgation and enforcement of basic standards of identity and quality of products; with the establishment and enforcement of strong pure food and drug laws; with the establishment and enforcement of laws outlawing false advertising; with environmental issues; and with the pricing practices of multi-national corporations.

While the organized consumers of highly developed nations have developed the means of expressing their dissatisfaction over the shoddy products which they buy in their supermarkets and have discovered methods of countering the many inadequacies of their merchandising systems, they face a comparatively simple problem. They have little idea of the enormous deficiencies faced by developing nations in

getting decent nutrition, in building an effective inspection service, in coping with environmental hazards, in establishing reasonable product standards in countries that have been the dumping grounds for low-end products. In the traditional marketplace the consumer voice is conspicuously absent in effectively voicing complaints. There the concept of consumer cooperatives, of consumer ownership and control of production is all but unknown.

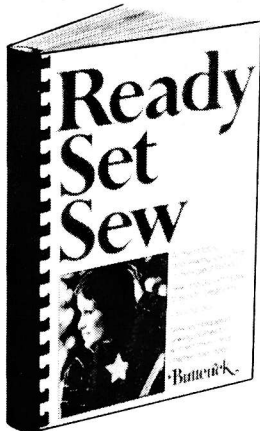
Canadians speak in many tongues, they go to many churches, they have many customs, they are a cross-section of humanity. The ethnic groups supplement one another in adding to Canada's culture. To accept what they proudly offer is to become compassionately understanding of our relationship to one another.

In all dealings with people it will be found that good manners smooth the way to understanding, and that gentleness, kindness and goodwill contribute to the decency and peace of society.

When a man is standing on his own feet he has passed from the dependence of adolescence to the responsibilities of adult citizenship.

A person is not mature so long as he continues to try to solve adult problems in childish ways, or to satisfy his ego with adolescent experiences. Maturity involves an intelligent appraisal of disappointments, burned fingers, spoiled pages, and plans that went wrong, as well as a balanced appreciation of successes.

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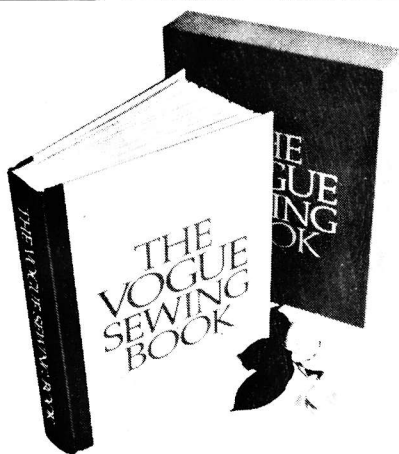
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ABSTRACTS OF CURRENT LITERATURE

*Prepared by the Staff of the
School of Food Science,
Macdonald College of McGill University*

Soiling properties of wool fabrics

Part I: Effect of physical factors

Part II: Effect of chemical treatments

L. Benisek and G. H. Crawshaw
1971

Textile Research Journal, May
1971, vol. 41, No. 5.

Laboratory experiments were performed to determine the overall soiling properties of wool. Dry particulate soil and greasy soil were applied to the fabrics tested by tumbling with soiled felt cubes. The degree of soiling, soil release in washing and dry cleaning and soil redeposition in washing and dry cleaning were evaluated by colour difference by the U, V, W, coordinate system, colour difference by the function of Florio and Mersereau, and by the Kubelka-Munk function. The relation of the scattering and absorbing power of fibres to visible soil was observed on wool and on certain of the man-made fibres with consideration of the delustrant content of the latter.

Comparison with wool was made on standard woven fabrics of 8-end weft sateen construction having a common warp of 2/40's mercerized cotton. The test fibres included 64's wool, Tricel, Terylene, nylon 66, nylon 6, polypropylene, Courtele, Fibro and Dixel. The effect of wool quality and crimp, yarn count, yarn twist and cover factor on soiling and cleansing was examined.

In the second study, the effect of chemical treatments (chemical degradative processes for shrink proofing, resin-shrinkproofing, bleaches, soil con-

tent, water repellent agents) applied to wools in finishing was investigated.

The detailed discussion and conclusions provided valuable information on the soiling properties of wool. The general conclusions are that wool has better overall soiling properties than man-made fibres and that fibre fineness, yarn twist and yarn count influence only slightly soil release and redeposition. Of the chemical treatments, the chemical degradative processes and bleaching by hydrogen-peroxide improve soiling properties significantly; resin-shrinkproofing often impairs them; reductive bleaching has a beneficial effect; and water-repellent agents with the exception of fluorocarbons significantly lessen soil resistance, soil removal and soil redeposition in washing. The oil content of wool fibres has an important influence on soiling, increasing soil retention but improving soil release in washing or drycleaning.

Marital need satisfaction of older husbands and wives

N. Stinnett, J. Collins and
J. E. Montgomery
1970

Journal of Marriage and the Family
32: 428.

This study of 227 older husbands and wives was carried out in Oklahoma in the spring of 1969 because it was suspected that the marital needs, expectations and interaction of older couples were quite different from younger ones. The participants were all over sixty-

five years old, belonging to a senior citizen center and living with their spouse.

Four measurement devices were completed independently by each spouse. They were:

- a) A Marital Need Satisfaction Scale of twenty-four questions adapted from the Marital Competence Scale (Stinnett — 1967) which measures love, personality, fulfillment, respect, communication, meaning of life and integration of past life experience.
- b) The Life Satisfaction Index Z (Neugarten et al — 1961) based on interviews.
- c) The Self-Image Scale (Kutner — 1956).
- d) The Ori Scale (Bass Ori — 1962) which measures personal aspirations and expectations.

The findings indicated that marital satisfaction among older couples was correlated with several variables. Satisfaction was found to be

- a) higher in men than women. The husband's lowest satisfaction was "respect", probably due to loss of employment status on retirement. The wives lowest satisfaction was "communication" indicating that husbands had lower standards and/or skills in this area.
- b) higher when visits from children occurred 2 to 7 times per year. Fewer or more visits decreased the satisfaction derived.
- c) higher among respondents who chose their present life cycle stage as the "happiest period of their lives".
- d) the most high among those who perceived their marriage as very happy.

- e) higher among those who reported a gradual improvement in their marriage.

Other variables studied, age, present occupational status of male, lifetime occupational status of male, location of residence, type of living arrangements, years married, geographic closeness to children and judgement as to whether generally marriages improved or deteriorated had no significant relationship to the present degree of marital satisfaction.

Satisfaction scores were also found not to be related to the respondent's "self-image" or "personality orientation". However, there was a positive correlation of his "morale" and the score.

The authors question the reliability of their results in view of the limited sample, containing only people joining Senior Citizens Centers. A larger, more heterogeneous sample would be necessary to validate the findings.

Letters from your unborn baby

R. J. Davis and C. Theiss
1970

Illinois Teacher, XIV, No. 2 p. 51.

The authors prepared these letters as reading material for pregnant women to supplement information received from the physician. The primary purpose of the letters is to have the reader realize the importance of good nutrition in pregnancy. In addition the reader is encouraged to take whatever steps are advisable to ensure optimum development of the baby her body is growing. The letters were part of the materials prepared to help achieve the U.S. National objectives of the "Nutrition Education Program for Disadvantaged Families" and were a project

of graduate students in Home Economics Education, University of Illinois, under the direction of Hazel Taylor Sptize.

There are nine letters presented: My First Month, My Second Month, etc. As the authors have suggested, they could be used in a number of ways. As well as in a school situation they might serve as content for a nutrition class for pregnant women or as a series of general information articles for a weekly newspaper; physicians might be interested in giving them to patients. The information is sound but, as the title indicates, the letters are written in the first person and were prepared in Project HELLM (Home Economics Low Literacy Materials); because of this these letters might not have universal interest and appeal.

One of the interesting facets of the letters is the recognition that the human male is a definite part of the procreation process and consequently carries some responsibility for the presence of the baby. Prospective fathers could benefit also from reading them.

Was Rickets the first air-pollution disease?

Dr. W. F. Loomis
1970

Scientific American 223 (6): 77-91.

Rickets is still widely regarded as a dietary - deficiency disease resulting from a lack of vitamin D. However, historically it was first described in England about 1650, at the time soft coal was introduced as a source of fuel for the Industrial Revolution. The disease spread through Europe as people concentrated in the narrow, sunless alleys of factory towns and big-

city slums. W. F. Loomis believes that rickets is caused not by a poor diet but by a deficiency of solar ultraviolet radiation. He believes that these rays are necessary for the synthesis of calciferol — a hormone released into the blood stream by the skin. Fish, unlike birds and mammals are able to synthesize calciferol enzymatically without ultraviolet light. Through the years cod liver oil has been fed to prevent rickets. Nevertheless, Loomis believes that calciferol is a hormone — not a vitamin. Does it make any difference whether vitamin D is a food nutrient or a medicine? If calciferol is a vitamin, we must continue our search for its co-enzyme form. However, if it is a hormone we must investigate the coordinated role of the three hormones (calciferol, thyrocalcitonin and parathyroid) in controlling the blood calcium level. Since no other instance of a vitamin and a hormone working together are known, it would not be surprising if calciferol turns out to be a steroid hormone, whose production rate is under physiological control rather than being left to the vagaries of diet.

The evolutionary development of the hormone (calciferol) is an interesting story and forms a part of Dr. Loomis' articles in the December 1970 issue of Scientific American.

Civilization is impossible without tradition. Tradition is a set of values based on religious, cultural and social beliefs transmitted from generation to generation. It is the experience and the lessons of the past, handed down through centuries, that combine to make us civilized.

The Mystic Seaport Cookbook — 350 Years of New England Cooking

by Lillian Rangseth-Christensen
with the co-operation of the Marine
Historical Association, Incorporated
Publishers — Funk & Wagnalls,
New York.

The mystic Seaport Cookbook is a completely authentic fascinating account of the eating habits of the Puritan settlers in New England. The vignettes of life on the shores of the Mystic River (Connecticut) are interspersed among a well organized collection of recipes ranging from appetizers to pickles and relishes.

Who adds three or four leaves from a peach tree in apple pie?

Who snips off little white ends of rose petals and puts them under the top crust of a pie?

Who grinds up a few pine needles for the goose stuffing?

Who keeps washed cherry pits to weigh down pastry during baking?

Recipes for New England specialties are featured — the "New England boiled dinner", "Baked Beans" (for the second day of Christmas — it combines baked beans with chili sauce, brandy, coffee, and pineapple chunks . . .), "corn bread" and "corn pudding".

The section on pies, puddings, and beverages are of particular worth. Did you know that the pastry wheels, pie crimpers and joggers were first made by the men on whaleships? "There wasn't a whaler's wife from Mystic to New Bedford who didn't have a wooden rolling pin inlaid with whole

ivory as well as scrimshaw pastry wheels, pie crimpers and joggers." (The book includes fine illustrations of these).

To conclude Mrs. Rangseth-Christensen presents some facts on Mystic meals and menus, the Sunday dinner and Church supper customs. Some of the prized church supper recipes are also included in the book — "Ann Greenman's Leopard Cake", "Steamed Boston Brown Bread", "Chicken Pie with Cheese Crust".

A must for cookbook collectors as well as history buffs!

Reviewed by

Cécile Girard Bexton,
General Foods Kitchens, Toronto.

Basic Bakings

A Betty Crocker Cookbook
published in the U.S.A. by General
Mills, Inc.

Distributed in Canada by Fitzhenry
and Whiteside Ltd., 150 Lesmill
Road, Don Mills, Ontario
List Price \$4.95.

Educational price \$3.96.

Betty Crocker's Basic Bakings Cookbook is intended for anyone who has never baked before — students, brides, bachelors. It is also for experienced homemakers and hobby cooks who would like a refresher course or the answers to particular baking problems. It's a tool for classroom teaching, a guide for learning at home and a reference book for home economists.

The book shows and tells step by step in pictures, and clear, everyday language just how to make nine basic bakings.

Each chapter is complete in itself — one each for biscuits, muffins, layer cake and frostings, angel food and chiffon cakes, pastry and pie fillings, cookies and even yeast bread and rolls. And each “lesson” contains special tips and techniques rarely found in recipes.

The book begins with basic facts about equipment, ingredients, and how to measure. Each chapter concludes with a “Good Baking” page which tells the qualities of a successful baking, describes what, if anything, went wrong and what to watch for next time. Variations and further recipes follow. Of course, all the recipes have been “Kitchen-tested”, and by beginning cooks who have never baked before.

Let's Eat Right to Keep Fit

(Revised Ed.)

Davis, A., Harcourt Brace
Iovanovich, New York, 1970.

This book leaves the reader who has background training in nutritional sciences with great admiration for the author's ability to make the subject interesting. It is more obviously written for the lay public than “Let's Get Well” by the same author. It probably benefits by the lack of the lengthy and impressive, but partially inaccurate, bibliography in the latter.

The tables of food composition are expressed in terms of common measures of foods as eaten. Authorities are given as the next to the last edition of *Agr. Handbook 8, Composition of Foods, Home and Garden Bulletin #72* and the *Heinz Book of Nutritional Data*.

The book begins with a discussion of the harm done by “food faddists, crackpots,” and people who “peddle misinformation for commercial gain.”

Miss Davis does point out the dangers of imbalance possible when intake of any one nutrient is increased disproportionately, but this point of view somehow gets lost when she is discussing the virtues of individual sources of nutrients.

In the book, egg yolk is considered as a source of sufficient lecithin (choline) to render its content of cholesterol innocuous; egg white is listed, with collagen (gelatin), as lacking in essential amino acids. While we grant that *raw* egg white contains a trypsin (protein splitting enzyme) inhibitor plus avidin, which prevents biotin absorption, both are destroyed by heat and cooked egg white compares very well with milk and meat proteins as a source of essential amino acids.

Miss Davis recommends the consumption of large amounts of brewer's or torula yeasts as sources of the B vitamins and of good protein, Ca, K and Mg. She neglects to mention that recent, well-controlled studies (Waslein, Calloway, Margen and Costa, *Food Sci.* 35:294, 1970), show that ingestion of 43 gm/day of torula yeast resulted in plasma uric acids well within the range found in gout.

We wish we could believe that inositol would prevent baldness, that vitamin E would prevent or cure muscular fatigue or even muscular dystrophy, or that niacin would do away with blue Mondays. Most of us would hesitate to take 100,000 units of vitamin A per day for 4 weeks. Granted that there may be reason to believe that the .1 mg limit per dose on the sale of folic acid placed by the FDA is probably low (1968 Recommended Daily Allowances, Food and Nutrition Board, Nat. Acad. Sci.)

and that most of us eat too few leafy vegetables, we would hardly rate these allowances as "pitifully low" generally.

There are limits to the philosophy that if a little of a necessary nutrient is good, more is always better. The danger in a book of this type lies in its use by the zealot. After all, the search for accurate data for and against Miss Davis' recommendations inspired by this book adds valuable training to the student of nutritional sciences.

The overall summary of its value probably lies between a comment made by a former professor of medical biochemistry at the University of California when he read the first edition of this book — "Why — that woman is killing people" — and a comment of a professor of nutrition on the present one — "The effect of such a book may be about 90 percent good because it does call attention to the importance of good nutrition." Then he went on to call to my attention some of Miss Davis' inaccuracies which I had overlooked!

RUTH OKEY

Editor's Note: We thank Dr. Okey, Emeritus Professor of Nutrition, University of California, Berkeley, very much for writing this review.

Such a book is always difficult to review in a few words. The book cannot be recommended for lay reading, yet undoubtedly it will be read by many hundreds of thousands of persons. Hence it will have much influence.

Unfortunately, it is not possible to write reliable publications on nutrition for layreaders of equal emotional impact. Professional nutrition educators will get many questions about this book. Perhaps this is a case where, when one expects such questions, it is

one's duty to be familiar with the book by first-hand knowledge. A professional nutrition educator should be able to evaluate it based on his or her own nutritional knowledge, or that of nutritional scientists in the area.

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Journal of Nutritional Education.

Films and Filmstrips (described, not reviewed) **The Great Looks Book**

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Booklets and Pamphlets (described, not reviewed) **Marriage and Love** **In The Middle Years**

Couples in their middle years should be at the peak of their productive capacities and enjoying life fully. For many couples, too many problems

interfere with that enjoyment. This pamphlet, #456, discusses some of these problems. It is available for 25 cents from the Public Affairs Committee, 381 Park Avenue South, New York, N.Y. 10016.

How to Recognize Hazardous Products

A system of symbols to describe the kind and degree of hazard has been developed by the Canada Department of Consumer and Corporate Affairs and is explained in this pamphlet.

White House Conference on Food, Nutrition and Health, Summary Report

A summary of action presented to the follow-up conference of 200 panel members on February 4, 1971, indicates the areas of accomplishments within the Administration and Federal departments and agencies in line with the recommendations of The White House Conference. Available for 25 cents from Superintendent of Documents, Washington D.C. 20402.

ACHES — A New Feature in the Journal

The Association of College Home Economics Students has been granted the privilege of publishing a column or page in each issue of the C.H.E.A. Journal. This association, known as ACHES may include all Campus Clubs from approximately nineteen home economics colleges, schools, departments and faculties of Canadian universities which offer a bachelor's degree in Home Economics. The name ACHES was adopted at the 1969 Convention of Home Economics Campus Clubs held at Mount Allison University. A constitution for the Association has been drafted by ACHES and will be presented at their 1971 Convention to be held at the University of Prince Edward Island. Previous conventions of Campus Clubs have been held as follows:

Mcdonald College of McGill, 1965

University of Guelph, 1966

University of Saskatchewan, 1967

University of Manitoba, 1968

University of Mount Allison, 1969

University of Alberta, 1970

The late Mary A. Clarke was the

first chairman of the C.H.E.A. Standing Committee on College Clubs. She held this office 1950-1952. The College of Home Economics Clubs Committee at that time and for many years thereafter consisted of the Chairman and the Faculty Advisers to the College Club for each affiliated College or University.

In 1958 Jeannine Deveau was the chairman of the C.H.E.A. College Clubs Committee and she prepared a *Reference Manual for Canadian College Home Economics Clubs*. This manual was available for many years from the C.H.E.A. office at the price of one dollar.

The primary purpose of the College Clubs Committee when it was first established was, "To acquaint College Home Economics Clubs with the objectives and activities of the C.H.E.A. by providing direct affiliation." Now that the students have taken the initiative in organizing ACHES and holding annual conventions, the purposes of this standing committee are being most successfully attained.

From the Editors' Desk —

Being editors of the Journal is an experience — especially when you have a full time job — and when you have had no previous experience in this field — but we are learning.

At the annual directors' meetings several suggestions were made. It was considered that the students in the universities may be interested in having a column or a page with information of special interest to them. For this issue, Dr. Edith C. Rowles Simpson, nomics University of Saskatchewan, has given us a brief historical background of A.C.H.E.C. (Association of College Home Economics Students).

In the July issue we published a paper written by Sandra Johnston when she was a student at the College of Home Economics, University of Saskatchewan. Perhaps students can be encouraged to contribute to the Journal.

One of our major problems is obtaining advertising. Any way in which you are able to assist us would be most helpful. In each issue we shall publish the rates. Our two sources of revenue are from the association and advertising. With the increasing costs of publishing and mailing the Journal, it is imperative that the number of advertisements be increased.

Effective Jan. 1, 1968

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JULY ISSUE
VOLUME 21, NO. 3

CANADIAN HOME ECONOMICS JOURNAL



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- A Personal Philosophy of Home Economics
- The Challenge of Change in Education at Home and Abroad
- Systems Approach
Another Look at Family Management
- Socio-Cultural Factors and Their Influence on the Attitudes and Concerns of Youth



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PRESIDENT'S MESSAGE

By the time you receive this summer issue of the Journal, Board of Directors Meeting and Annual Meeting will be over. We hope that those of us who represent the membership of the Association will have acted in your best interests with regard to policy and decision making.

The people who help to make these policies and decisions are introduced to you each month through the "Who's Who" column of the Journal. Beginning with this issue we shall also be introducing members of the Journal staff so that you may know "WHO'S WHO" in this important link with our membership.

If you have ever been in the time-consuming business of editing and publishing, especially in a volunteer capacity, you will certainly join with me in commending not only our present Journal staff, but indeed, all those who have contributed to its production and content through the years.

Moxine COCHRAN

A PERSONAL PHILOSOPHY OF HOME ECONOMICS

by SANDRA L. JOHNSTON

Some years ago Professor W. O. Atwater said,¹

"The science of household economics is now in what chemists call a state of supersaturated solution which needs to crystallize out. Sometimes the point of a needle inserted will start such crystallization."

This quotation struck me as being most applicable to the state of my mind after three years and, more especially, one term in the College of Home Economics. The ideas and impressions gathered during this time had formed a solution thick with unvoiced, unformed thoughts and conclusions which required "the point of a needle", or the demand that my philosophy be set down on paper, to cause them to coalesce into more coherent form. I firmly believe in the viability of possessing a philosophy of home economics, not only to enhance the public image of the subject, but also to be myself more secure in my chosen field.

The "needle inserted" has proven to be somewhat more difficult a task than I first anticipated. I chose, as the starting point for this philosophy paper, the dictionary's definition of philosophy: originally, a love of wisdom or knowledge; a study of the processes governing thought and conduct; a study of human morals, character and be-

havior. Though impressive and undoubtedly accurate, this definition is too abstract to be able to apply it, with concrete facts, to myself. I found it necessary, for the purpose of clarification to re-define philosophy in my own terms: a number of beliefs arrived at through first impressions, learning experiences, deductive reasoning, possession or lack of knowledge and other desirable and not so desirable means which, while being completely susceptible to change, are uniquely my own. Further, it is inevitable that my personal philosophy of home economics will become indistinguishable at times from my personal philosophy of life, for home economics is part of my life and living is part of home economics.

I have chosen to break this paper down into three main areas of discussion: (1) home economics education, (2) home economics as a profession and (3) myself as a home economist. These areas are far from discrete in themselves, their boundaries being very vague, but they seem to represent the primary fields of thought about which my young philosophy has concerned itself.

Home economics education

It is unfortunate that home economics on the high school and on the university levels has become confused in the minds of so many. The vocational outlook of the former is in reality a far cry from the more all-encompassing outlook of the latter. I believe

¹ A term paper submitted to Dr. E. C. Simpson in partial fulfillment of the requirements of Home Economics 473A, December, 1970, College of Home Economics, University of Saskatchewan.

that home economics training in university is very important. It not only teaches us students the skills and competances of homemaking, but it also teaches us the ability to infuse in others the concept of the importance of, as Mrs. Ellen H. Richards would have said, "right living". Growing numbers of home economists are beginning to be found in positions of guidance, consultation and teaching in all areas of human concern:⁴

"1. family relationships and child development.

2. consumption and other economic aspects of individual and family living.

3. nutritional needs and the selection, preservation, preparation and use of food.

4. design, selection, construction and care of clothing and its psychological and social significance.

5. textiles for clothing and for the home.

6. housing for the family and equipment and furnishings for the household.

7. art as an integral part of everyday life.

8. management in the use of resources so that values and goals of the individual, the family or of society may be attained."

Something which is perhaps self-evident in the list above but which, I believe, deserves extra stress is the human approach which home economics takes in every field which it permeates. Thus, for example, a design major not only learns the in's and out's of construction materials and interior finishes; she also becomes acutely aware of how certain color combinations, certain furniture arrangements or

certain lighting techniques will affect the psychological and social behavior of people within that room.

It is at the university level that we as home economics students become aware of the erroneous, if not completely false, impressions that many of our peers hold with regard to our college. We call it the "image problem" and we bemoan its existence; we shake our heads; we talk it to death, suggesting both aggressive and defensive tactics to take to remedy the situation; and finally (I highly suspect), we allow it to sink to a decidedly lower level of importance on our scale of perspective when we graduate. I consider this a consummation devoutly to be wished for the overwrought issue because I believe it is for the most part merely an academic question. When we are out in the field, dealing with individuals rather than some faceless, misinformed power, our professional image will depend on how we perform, not on the classes which we have studied at university.

I must say, however, that there is one very striking example of misrepresentation, albeit wide-eyed and innocuous, which we students of home economics seem frequently to fall back upon when faced with the appellation of "cookers and sewers"; that is, that we are a science based field, evidenced by our degree, a Bachelor of Science of Home Economics. Although the home economics movement

"... grew out of a realization of the lag between the findings of science and their applications where they would be of untold value to mankind — in the home"

the emphasis today is less completely on the physical sciences, and more on